

COMMUNIQUE SYSTEM WITH ACTIVE FEEDBACK FOR CELLULAR COMMUNICATION NETWORKS

Abstract

5 The commune system for cellular communication networks operates with
existing cellular communication networks to provide commune communication
services to subscribers. The commune can be unidirectional (broadcast) or
bidirectional (interactive) in nature and the extent of the commune can be network-
wide broadcast or narrowcast, where one or more cells and/or cell sectors are
grouped to cover a predetermined geographic area or demographic population or
10 subscriber interest group to transmit information to subscribers who populate the
target audience for the narrowcast transmissions. The commune system uses
active feedback to dynamically adjust the commune coverage area, using one or
more parameters including but not limited to: the number of subscribers in the
commune coverage area and components thereof, the demographics of the
15 subscribers, the flow of subscribers into & out of existing commune coverage area,
the usage of commune services: free vs subscription vs toll, and the like. The
content of these transmissions can be multi-media in nature and comprising a
combination of various forms of media: audio, video, graphics, text, data and the like.
The subscriber terminal devices used to communicate with the commune system
20 for cellular communication networks are typically full function communication devices
that include: WAP enabled cellular telephones, personal digital assistants, Palm Pilots,
personal computers, and the like or special commune only communication devices
that are specific to commune reception; or MP3 audio players (essentially a radio
receiver or commune radio); or an MPEG4 video receiver (commune TV); or
25 other such specialized communication device. The subscriber terminal devices can
either be mobile wireless communication devices in the traditional mobile subscriber
paradigm, or the fixed wireless communication devices in the more recent wireless
product offerings. Furthermore, these commune communication services can be
free services, subscription based services, or toll based services, while the data
30 propagation can be based on push, pull and combinations of push/pull information
distribution modes.